



Twenty Ways to Keep Women in Nontraditional Occupations

6. Sell the benefits of nontraditional occupations, such as opportunities for high paying jobs.
7. Invite women to an orientation on nontraditional careers.
8. Give concrete career information. Women considering nontraditional work want to know what the real world of work is like.
9. Be up-front about the pros and cons of nontraditional work.
10. Provide math skills review, prevocational training, and physical conditioning.
11. Encourage input throughout your program. Listen to the women you are training; you'll find out how your program can be improved.
12. Communicate in ways women can understand. "We want women who want high paying jobs to support themselves and their families," or "We serve single mothers who are trying to support their families."
13. Create a pleasant, motivating atmosphere in your classroom. Highlight women "who made it."
14. Use photos of women in the classroom and on the job. Show how proud you are of these women.
15. Know who on staff is tracing students' progress through the program. Solve problems before they escalate.
16. Involve women in the selection of group discussion topics, job site visits, and guest tradeswomen to speak about their experiences.
17. Reward behaviors that employers demand, such as punctuality, daily attendance, notifying staff when late or not able to attend class, and keeping appointments. Use certificates, free lunch coupons, or "Student of the Week Awards" to recognize student accomplishments.
18. Teach women how to identify sexual harassment, know the appropriate steps to take if they are being harassed, and develop skills useful in defusing harassing situations.
19. Organize a support group for students pursuing a nontraditional career and include women who are already in nontraditional occupations.
20. Invite women in nontraditional occupations to talk about how they handle isolation on the job. Have students role play situations and solutions as part of the activity.
21. Check out work sites for acceptance of women and restroom and changing facilities. Help employers prepare their workforce and worksite for women in nontraditional jobs by offering training on harassment prevention and the equitable worksite.
22. Keep in touch with students after they complete your program to provide an opportunity for them to talk with you about any barriers they may encounter on the job. Listen and act to help them achieve job success.
23. Be prepared to offer solutions if the employer is having difficulties adjusting to the nontraditional employee.
24. Offer training to employers and unions on integrating and retaining women in male-dominated occupations.
25. Reward women who stay on the job. Invite them to come back to the program and talk to your students about their experiences.